

Rep Order# 6838187
Ver# 2
Status Returned
Traffic Order# 195865
Printed: 08/02/2012 1:13 PM
1 of 2

EC'd Yes
Last Received: 08/02/2012 10:46 AM
Showing Buylines: Last Sta Revised Lines

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () AMER 4 PROSPERITY
Product AMER FOR PROSPERITY
Estimate# 316
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //316
Flight Dates 08/15/2012 - 08/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---
SC=*

--- REMARKS ---
MAKEGOODS WILL BE NEEDED LINES 4 AND 5

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*4	-----	-----	-----	---	-----	---	---	---	---	---	---
		Buyline Comment: BONES	08/17-08/17	1	\$500.00	:30	1	F	7P-8P	1	\$500.00
		Station Remark: V2 NA DUE NFL PRESEASON GAME. SEE NSM FOR MG									
*5		Buyline Comment: HOUSE	08/17-08/17	1	\$500.00	:30	1	F	8P-9P	1	\$500.00
		Station Remark: V2 NA 8/17 DUE NFL PRESEASON GAME. SEE NSM FOR MG									

---REPORT TOTALS---
Report Totals: 2 / \$1,000.00

---SALES MONTHLY TOTALS---
Aug 12: 13 / \$16,175.00
Sales Totals: 13 / \$16,175.00
Station Totals: 13 / \$16,175.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$202,188	CABL 0%	KASA 8%	KASY 0%	KLUZ 0%	KOAT 17%
		KOB 33%	KRQE 42%	KWBQ 0%		

---COMPETITIVE COMMENTS---
NEW ORDER

EC'd Yes Last Received: 08/02/2012 10:46 AM Showing Buylines: Last Sta Revised Lines

Station	KASA-TV ALBUQUERQUE, NM.	Agency	() MENTZER MEDIA	Rep Firm	
Advertiser	() AMER 4 PROSPERITY		600 FAIRMONT AVE, S#306	Sales Office () PHILADELPHIA
Product	AMER FOR PROSPERITY		TOWSON, MD 21286	Salesperson () AMY MCCREARY
Estimate#	316	Agency C/P1/P2/E	//316	Salesperson Phone#	215-568-6540
Buyer	STEPHANIE KOHLBAUER	Flight Dates	08/15/2012 - 08/21/2012	Salesperson FAX#	215-568-1845
Phone#		Hiatus Weeks			
Fax#					

Books JUL12
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE

Rep Order# 6838187
EC'd Yes

Ver# 1
Status New

Traffic Order# 195865
Printed: 08/02/2012 10:46 AM
Last Received: 08/02/2012 9:09 AM
Showing Buylines: All Lines

1 of 2
Aug 11/2
9/2 TAT
20

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () AMER 4 PROSPERITY
Product AMER FOR PROSPERITY
Estimate# 316
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //316
Flight Dates 08/15/2012 - 08/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1		Buyline Comment: NEWS	08/15-08/17	1	\$3,000.00	:30	3	W-F	9P-930P	3	\$1,000.00
2		Buyline Comment: NFL PRESEASON	08/16-08/16	1	\$4,500.00	:30	1	TH	6P-9P	1	\$4,500.00
3		Buyline Comment: NFL PRESEASON	08/17-08/17	1	\$4,500.00	:30	1	F	6P-9P	1	\$4,500.00
4		Buyline Comment: BONES <i>NA due NFL</i>	08/17-08/17	1	\$500.00	:30	1	F	7P-8P	1	\$500.00
5		Buyline Comment: HOUSE <i>NA due NFL</i>	08/17-08/17	1	\$500.00	:30	1	F	8P-9P	1	\$500.00
6		Buyline Comment: HOUSE	08/18-08/18	1	\$200.00	:30	1	SA	6P-7P	1	\$200.00
7		Buyline Comment: COPS	08/18-08/18	1	\$400.00	:30	1	SA	7P-8P	1	\$400.00
8		Buyline Comment: NEWS	08/18-08/18	1	\$325.00	:30	1	SA	930P-10P	1	\$325.00
9		Buyline Comment: NEWS	08/19-08/19	1	\$250.00	:30	1	SU	8A-9A	1	\$250.00
10		Buyline Comment: NEWS	08/20-08/21	1	\$2,000.00	:30	2	M-TU	9P-930P	2	\$1,000.00

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Product	AMER FOR PROSPERITY		TOWSON, MD 21286	Salesperson	() AMY MCCREARY
Estimate#	316	Agency C/P1/P2/E	//316	Salesperson Phone#	215-568-6540
Buyer	STEPHANIE KOHLBAUER	Flight Dates	08/15/2012 - 08/21/2012	Salesperson FAX#	215-568-1845
Phone#		Hiatus Weeks			
Fax#		Dates		Spots/Week	Day
Ln	Daypart	Program	Total Cost	Time	Rate
			# of Weeks	Total Spots	

---REPORT TOTALS---
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---COMPETITIVE COMMENTS---
 NEW ORDER
 Books JUL12
 Demos RA35+

--- CREDIT RISK ---
 CASH IN ADVANCE

Spot Manager: All, 08/15/12-08/21/12

Alt Order #	Estimate #	Date	Length	Priority	Air Time	AD-ID	Rate	Agency
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Advertiser: POL/Americans For Prosperity

Station: KASA

Order: 195865

Line: 1

Time Period: 9p-930p

06838187316	08/17/12	:30 P3	\$1,000.00	Mentzer Media Services
06838187316	08/15/12	:30 P3	\$1,000.00	Mentzer Media Services
06838187316	08/16/12	:30 P3	\$1,000.00	Mentzer Media Services

Line: 2

Time Period: NFL Pre-Season Game

06838187316	08/16/12	:30 P1	\$4,500.00	Mentzer Media Services
06838187316	08/16/12	:30 P1	\$4,500.00	Mentzer Media Services

Line: 3

Time Period: NFL Pre-Season Game

06838187316	08/17/12	:30 P1	\$4,500.00	Mentzer Media Services
06838187316	08/17/12	:30 P1	\$4,500.00	Mentzer Media Services

Line: 4

Time Period: 7p-8p

06838187316	08/17/12	:30 P3	\$500.00	Mentzer Media Services
06838187316	08/17/12	:30 P3	\$500.00	Mentzer Media Services

Line: 5

Time Period: 8p-9p

06838187316	08/17/12	:30 P3	\$500.00	Mentzer Media Services
06838187316	08/17/12	:30 P3	\$500.00	Mentzer Media Services

Line: 6

Time Period: 6p-7p

06838187316	08/18/12	:30 P3	\$200.00	Mentzer Media Services
06838187316	08/18/12	:30 P3	\$200.00	Mentzer Media Services

Line: 7

Time Period: 7p-8p

06838187316	08/18/12	:30 P4	\$400.00	Mentzer Media Services
06838187316	08/18/12	:30 P4	\$400.00	Mentzer Media Services

Line: 8

Time Period: 930p-10p

06838187316	08/18/12	:30 P4	\$325.00	Mentzer Media Services
06838187316	08/18/12	:30 P4	\$325.00	Mentzer Media Services

Line: 9

Time Period: 8a-9a

06838187316	08/19/12	:30 P3	\$250.00	Mentzer Media Services
06838187316	08/19/12	:30 P3	\$250.00	Mentzer Media Services

Line: 10

Time Period: 9p-930p

06838187316	08/21/12	:30 P3	\$1,000.00	Mentzer Media Services
06838187316	08/20/12	:30 P3	\$1,000.00	Mentzer Media Services

\$2,000.00
\$2,000.00
\$16,175.00

[Sorted by: Line]

Spot Manager: All, 08/15/12-08/21/12

Alt Order #	Estimate #	Date	Length	Priority	Air Time	Ad-ID	Rate	Agency
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Advertiser: POL/Americans For Prosperity
Station: KASA

\$16,175.00
\$16,175.00
\$16,175.00

\$16,175.00

[Sorted by: Line]

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Lauren A. Schumacher
do hereby request station time concerning the following issue:

Americans for Prosperity

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
VARIES					

Total Charges: \$	GROSS
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This broadcast time will be used by: Americans for Prosperity

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Americans for Prosperity

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date 11/17/2012 Signature [Signature] Contact Phone Number 703-224-3200

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature _____ Printed Name _____ Title _____



Client Information Request Form
Issue

Advertiser Group Name:

Americans for Prosperity

Address:

1726 M St. NW 10th Floor

City, State & Zip Code:

Washington, D.C. 20036

Phone:

202-349-5850

Fax:

202-587-4599

Executive Director or
President

Tim Phillips

Group Treasurer

John Flynn